

Fig. 1

Merchandise Name	Dialogue Scenario Name	Log Send Destination	
DVD-ROM Drive	dvd.vxml	ftp.alpha.com	
		ftp.beta.com	
		ftp.gamma.com	
Vacuum Cleaner	cleaner.vxml	ftp.cleanroom.co.jp	
		ftp.sanitary.com	
Refrigerator	refrigerator.vxml	ftp.refrigerator.com	
;	:	:	

Fig. 2

Accumulated File Size (KB)		Accumulated File Size (KB)		40	100		
	e-mail		35 office worker hanako@fujitsu.com				
Personal Info.	Sex Age Occupation	30 office worker taro@fujitsu.com	office worker				
ersor	Age	30	35	* * *			
ш,	Sex	Σ	ш				
	Name	Taro Fujitsu	Hanako Fujitsu				
Customer ID		4706	4707				

Fig. 3

Dialogue Scenario Name	Customer ID	Log File
dvd.vxml	4706	dvdlog1.txt
	4707	dvdlog2.txt
cleaner.vxml	4708	clog1.txt
i i	:	

Fig. 4

Accumulated File Size	Billing Total (Yen)
0∼50GB	0
50∼100GB	5,000
100~200GB	10,000
:	:

Fig. 5

Log Send Destination	Accumulated File Size (GB)	Billing/Total
ftp.alpha.com	199	10,000
ftp.bata.com	55	5,000
i	i	:

Fig. 6

Compensation
¥1,000 Gift Certificate
¥1,000 Gift Certificate
:

Fig. 7

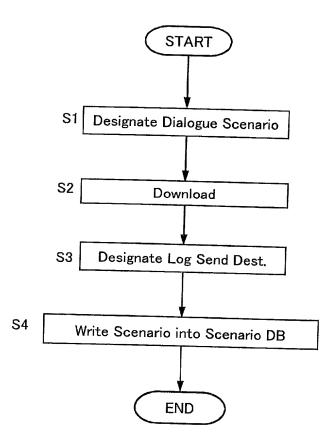


Fig. 8

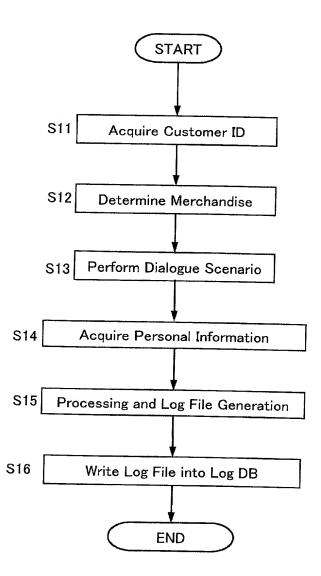


Fig. 9

<personal> Card No.: 4706; Name: Taro Fujitsu; Sex: M; Age: 30; Occupation:
Office Worker; E-mail: taro@fujitsu.com

</personal>

<dialogue>

Q1: The DVD-R drives that are the subject of this questionnaire are currently sold by three companies, Alpha Corp., Beta Corp., and Gamma Corp. I will explain the DVD-R drives that the three companies are offering, so please tell me a product name of your choice.

A1: O.K., Alpha Corp.'s DVD-R drive.

Q2: The DVD-R drive made by Alpha Corp. supports recording onto not only 4.7 GB media, but also the older 3.95 GB media. Connects to a personal computer via an exterior SCSI bus. Doesn't have an auto-shutoff function. Price is ¥35,000.

A2: Huh? They're asking ¥35,000? That's steep, isn't it. And not having auto-shutoff would pretty much bother me.

Q3: I beg your pardon; I didn't get that. Please tell me again.

A3: The cost is too high.

Q4: Well then, I will explain another product. Please tell me a product name of your choice.

A4: All right, Beta Corp.'s DVD-R drive. . . . </dialogue>

Fig. 10

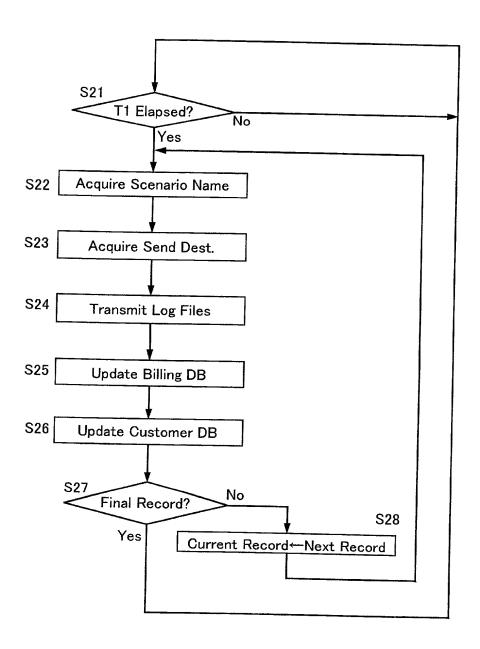


Fig. 11

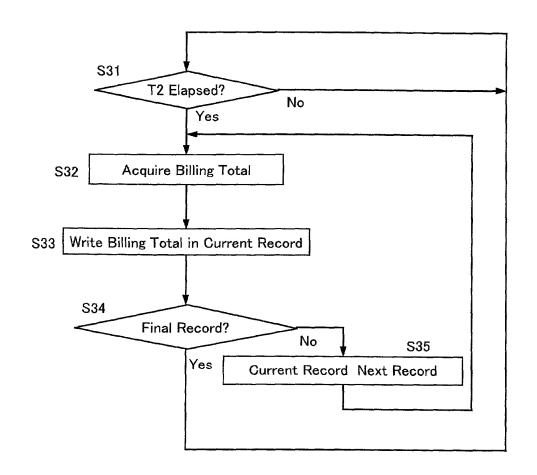


Fig. 12

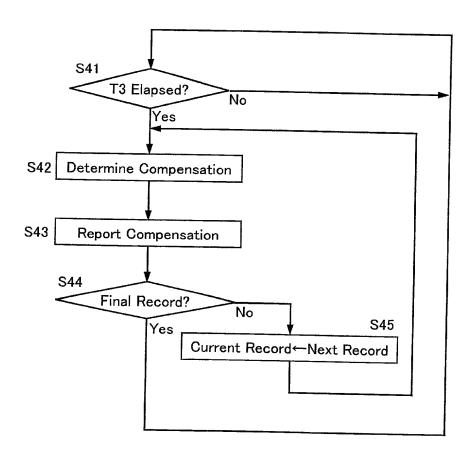


Fig. 13

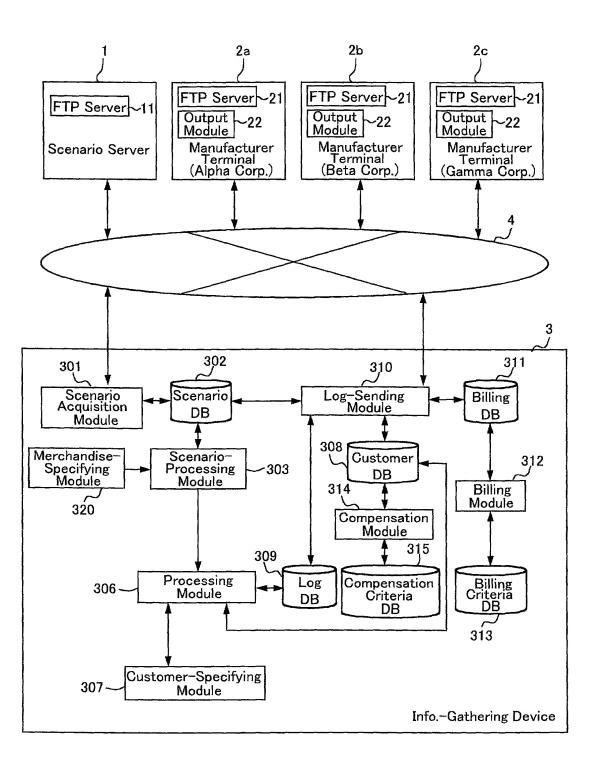


Fig. 14

Merchandise ID	Dialogue Scenario Name	Log Send Destination
001	Alpha Corp. DVD-R.vxml	ftp.alpha.com
002	Beta Corp. DVD-R.vxml	ftp.bata.com
	:	i

Fig. 15

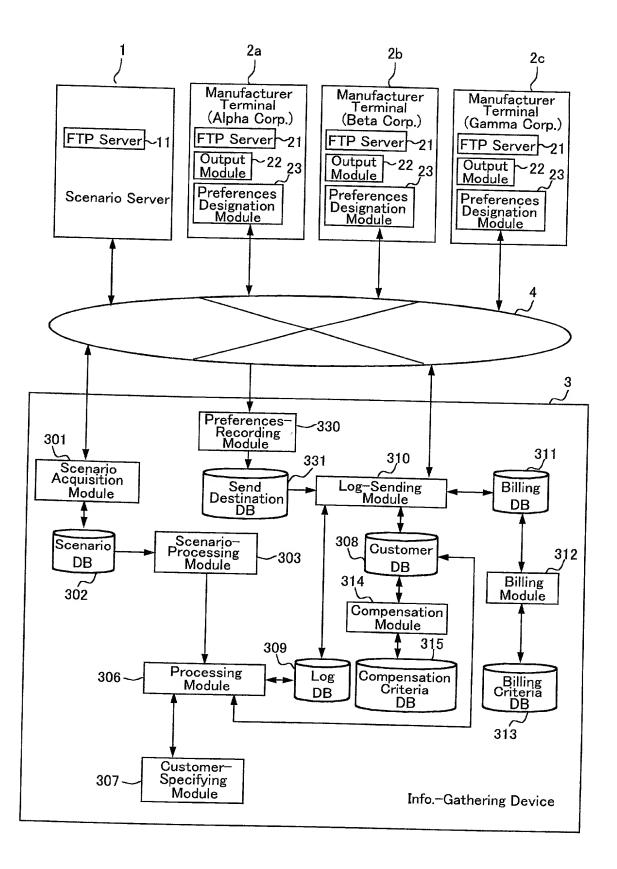


Fig. 16

	ence 2 Sending Preference 3	" AND		<="Both" AND	Vacuuming OR Cleaning		
	Sending Preference 2	30≦Age≦40 AND	Occupation=Office	Age≥25 AND Sex="Both" AND	Occupation="All"		
-	Sending Preference 1	Dialogue Scenario 30≦Age≦40 AND Sex="M" AND	Name="DVD-R" Occupation=Office Worker	Merchandise	ID="100"	•••	
7 100 00	Destination			th had a	500000000000000000000000000000000000000		

Fig. 17

Preferences Designation Routine

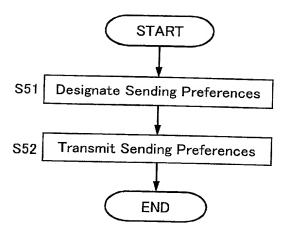


Fig. 18

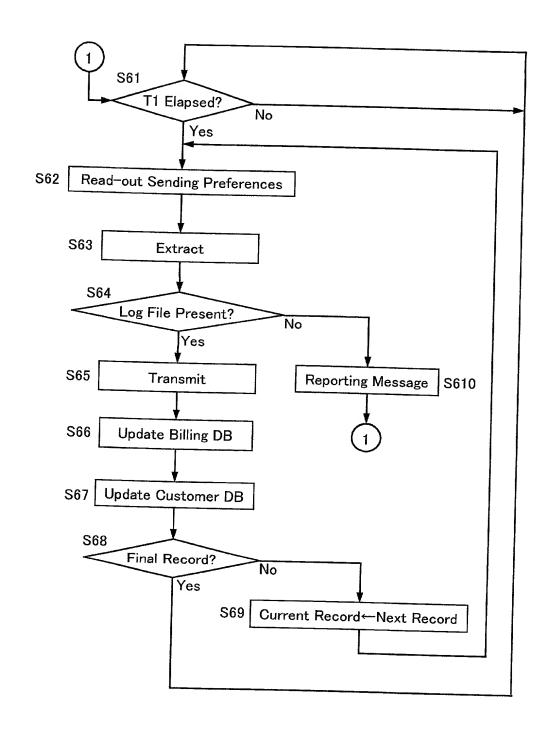


Fig. 19

OProduct ID:	
●Product Name : DVD-R Washing Machine Vacuum Cleaner	Designate one or the other
Keyword: DVD-R or DVD-R Media	
User Attributes:	
Age: 30 ~ 40	
Sex: ⊚ M O F OBoth	
Occupation: Office Worker Government Worker Unemployed All	
SET	

Fig. 20